

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



Artificial Turf Politics within Cash for Grass

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Cal



CLWA by the Numbers

Formed: 1962

Service Area: 195 square miles

Population: 280,000

Water Demand: 70,000 AF

Imported Water Supply:
Half of SCV demand



LAWN REPLACEMENT PROGRAM

Update your landscape with water-efficient groundcover, shrubs and trees!



Application required.
Restrictions apply.
Visit conservation.clwa.org
for details.



Homeowners



Receive money by removing grass

Rebate up to \$5,000*

Basic Program Facts and Eligibility Requirements:

- 250 – 2,500 square feet per residence
- \$2.00 per square foot
- Pre- and post-inspections required
- Front yards eligible
- Artificial turf areas not funded
- Drip, bubbler or point irrigation allowed**

For details, visit conservation.clwa.org

Application required. Restrictions apply.

**Rebate based on eligible project size.*

***Additional retailer rebates may apply.*

LESS LAWN,
MORE COLOR
Receive money to remove grass



For details, visit conservation.clwa.org

Application required. Restrictions apply.



Aesthetic Change



Aesthetic Change



Aesthetic Change



Demographics



- City-data C

- S

5 YEARS OF DROUGHT

Household Income

Santa Clarita = \$81,802

CA = \$60,190

- Percentage of Family Households

- Santa Clarita = 74.5%

- CA = 68.5%

Status Symbols



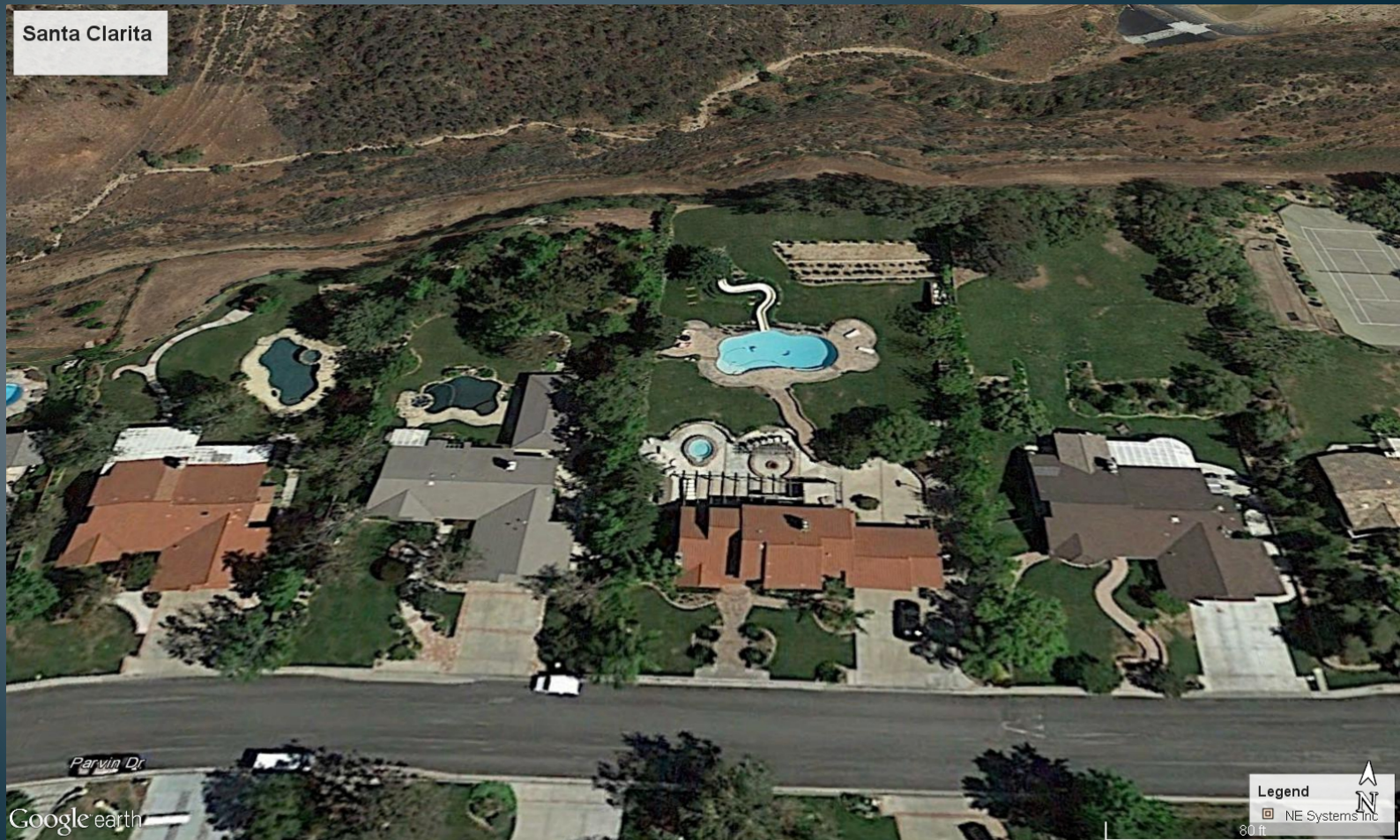
Status Symbols



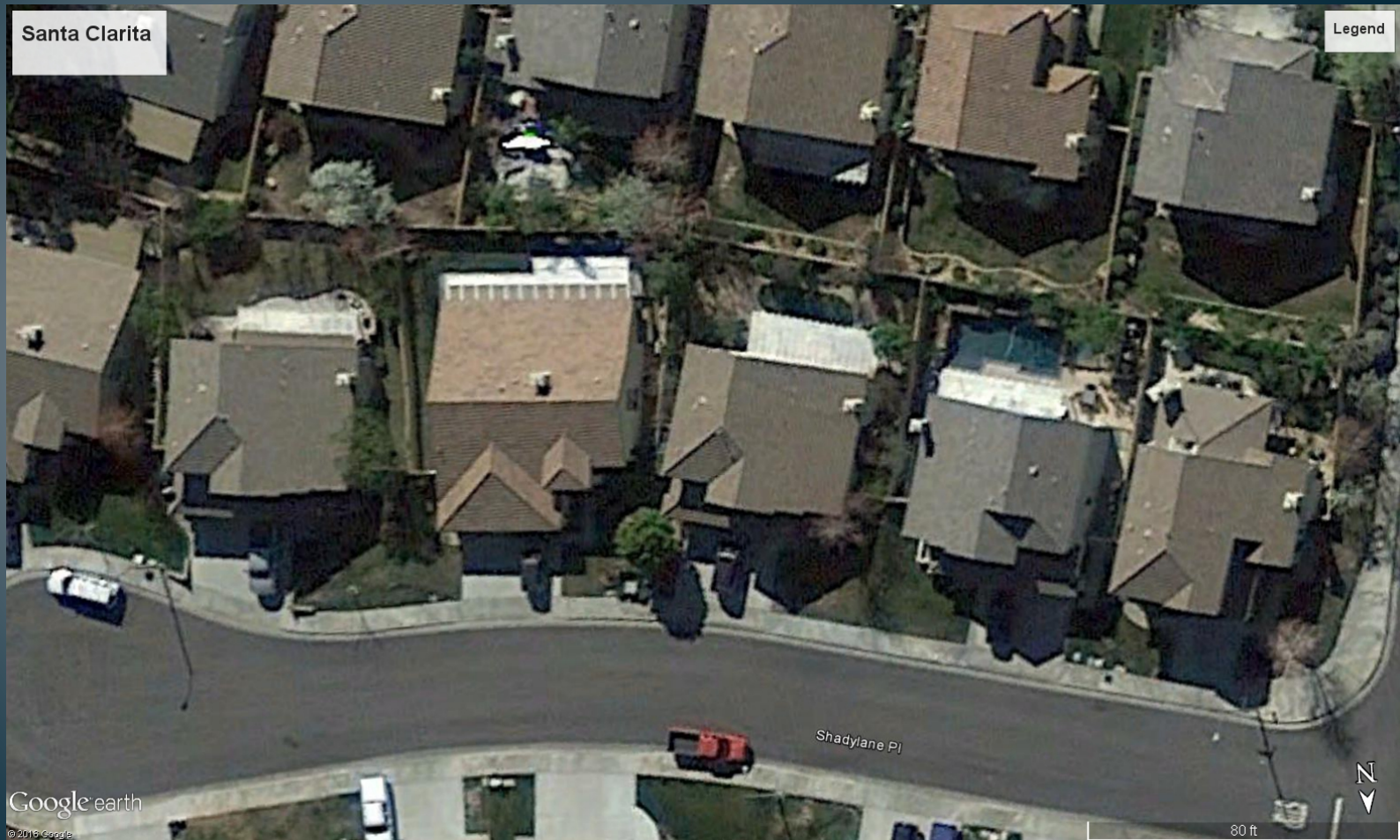
Status Symbol



High Income



Middle Income



Lower Income



Challenges With Artificial Turf

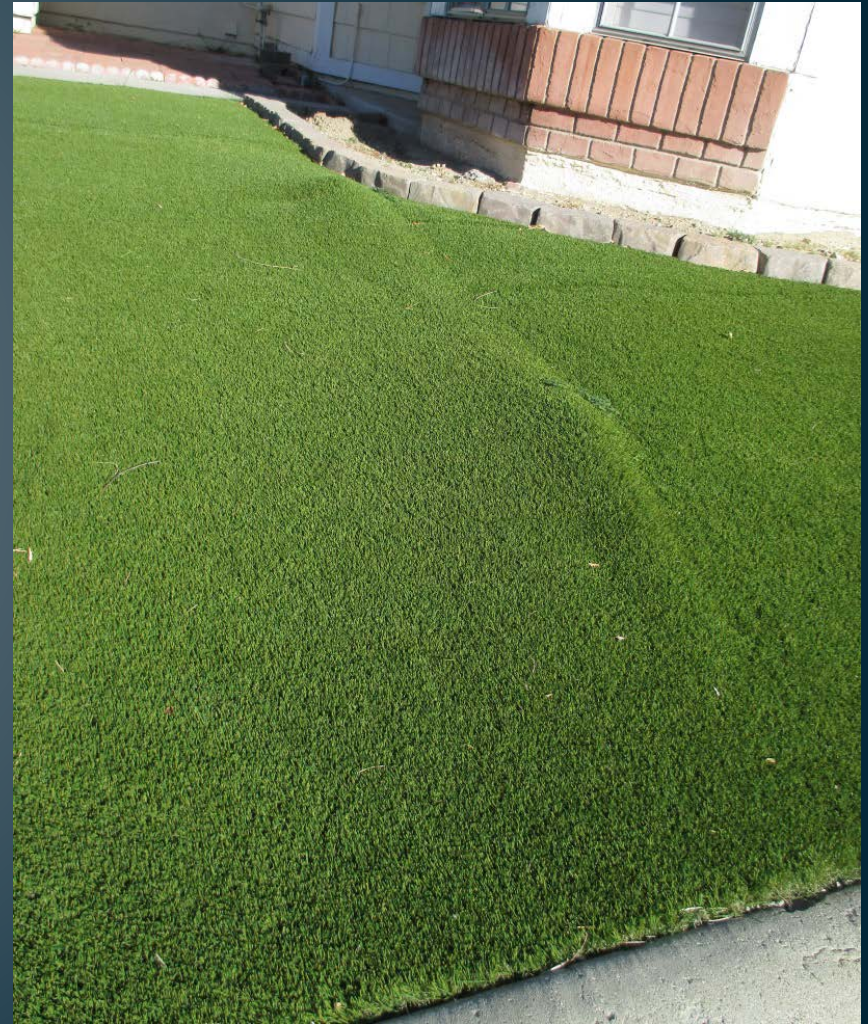


Unintended consequences

Challenges With Artificial Turf

- Poor installations
- Attracts free riders
- Misinformation
- HOA's
- Increased % of projects installed with no plant material
- Program complaints

Poor Installations



Poor Installations



Poor Installations



Poor Installations



Observations

- People were closely watching their neighbors' projects
- Artificial Turf Companies
 - Group rates (hitting neighbors up for deals)
 - Push customers to move quickly
 - Measurements 10-30% higher
- Projects occur in middle income areas



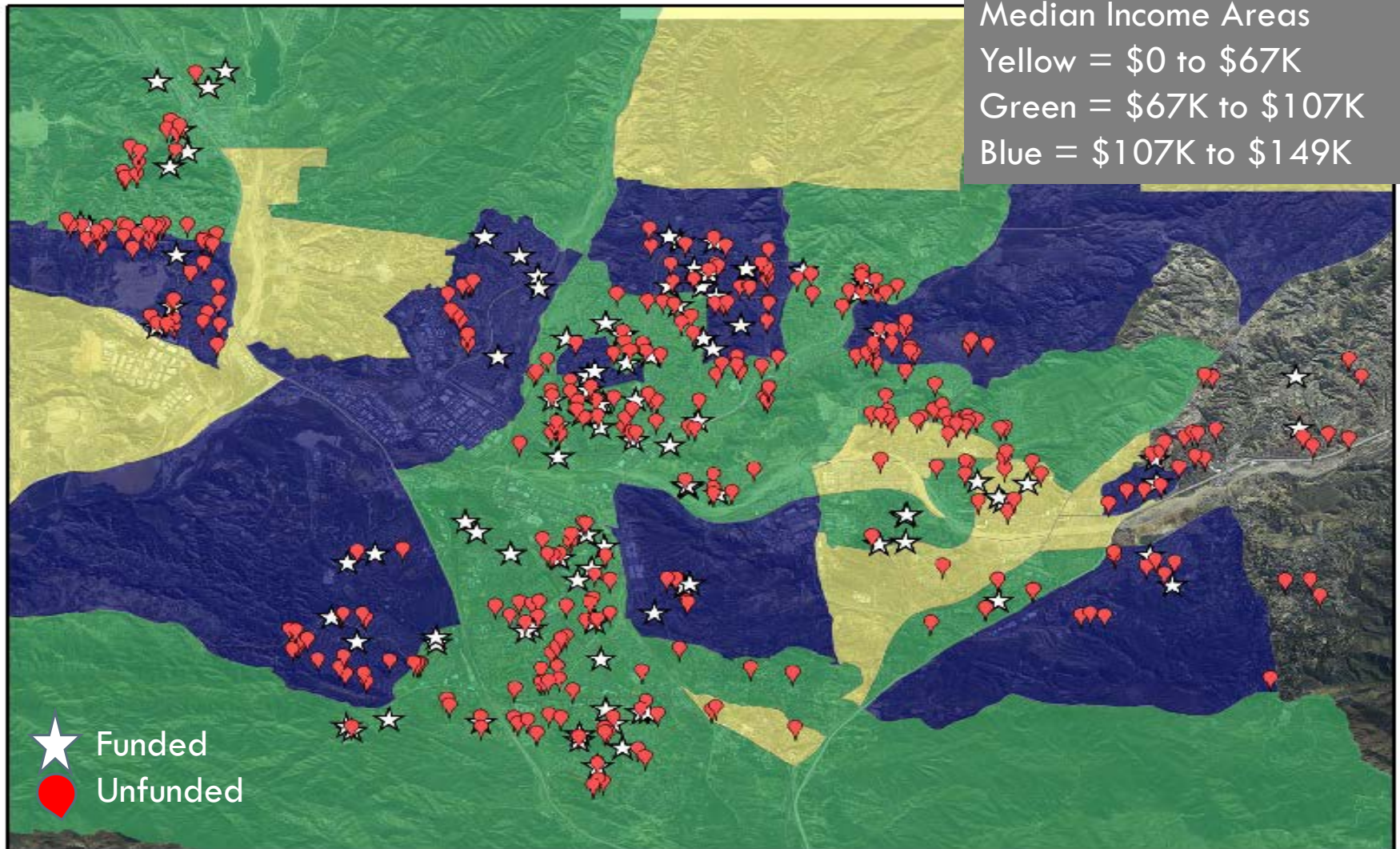
6% Worth Mentioning



Plant Phobia?



Funded and Unfunded Projects



Artificial Turf Lovers tend to...

- Know other options are less expensive but less GREEN
- Commit to maintaining or enhancing their GREEN
- Feel financial pressure to cut costs (\$10-20K average project)
- Feel this option saves the most water, so this is the best option
- Want a quick and easy solution

Communication Techniques

- Talk to them about the bad installations
 - Lowering home value
- Avoid environmental discussions
 - natural habitat
 - urban heat island
 - stormwater
- Generally you will not change their minds



fb/david avocado wolfe

**Sometimes the grass
is greener on the other
side because it's fake.**



Questions?

Sarah Fleury – Castaic Lake Water Agency

